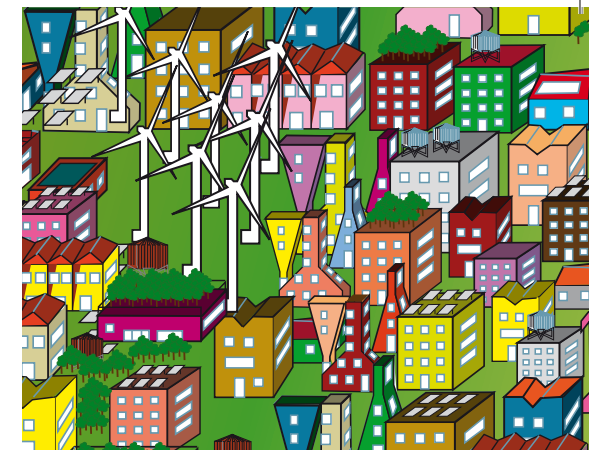


Cities as design labs

November 30th and December 1st 2009
 Cité du Design of Saint-Etienne,
 France
 XXIInd Entretiens Jacques Cartier



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Cities as design labs

XXIInd Entretiens Jacques Cartier

Conference organised by the Cité du design of Saint-Etienne, France in partnership with the City of Montreal, Quebec, Canada. Within the framework of the XXIInd Entretiens Jacques Cartier, Saint-Etienne, 30th November and 1st December 2009

Cities are now faced with numerous challenges. At the conjunction of planetary issues linked to globalisation and environmental crisis, and the issue of competition and attractivity, cities try to develop themselves using various strategies, to which design participates as an agent of transformation of their surroundings. They have also become places sought-after for their originality and their identity, for the quality of the urban landscape and for the vitality of their cultural activity. In spite of a great diversity in the approaches, design (architecture, landscape architecture, industrial design etc.) is nowadays an engine of urban development, either on social, environmental or economical scales.

Thus, all the cities are faced with the following questions: How is design included in the strategic development of cities? What kind of measures, actions and projects are set up to respond to the actual stakes and what are their leverage effect on the development of cities and regions? How to consider the central role of design for cities future?

Organisation:

Josyane Franc, Manager of international affairs, Cité du design, Saint-Étienne
Marie-Josée Lacroix, Director, Bureau Design Montréal, Ville de Montréal
Philippe Poullaouec-Gonidec, Director and Holder UNESCO Chair in Landscape and Environmental Design, University of Montreal

Steering committee:

Marie-Haude Caraës, Research Manager, Cité du design, Saint-Etienne

Josyane Franc, Manager of international affairs, Cité du design Saint-Étienne
Elsa Francès, General Manager, Cité du design, Saint-Etienne
Caroline Gagnon, PhD. Researcher, UNESCO Chair in Landscape and Environmental Design, University of Montreal
Marie-Josée Lacroix, Director, Bureau Design Montréal, Ville de Montréal
Agnès Perez, Director of Marketing, EPASE (Saint-Étienne Urban Planning Office)
Philippe Poullaouec-Gonidec, Director and Holder UNESCO Chair in Landscape and Environmental Design, University of Montreal

November 30th 2009

09:30

Welcome

10:00-10:30

Introduction addresses

Mayor of Montreal and Mayor of Saint-Etienne

10:30-12:00

Opening conference

Denis Lemieux, Architect, Ministère de la Culture, des Communications, et de la Condition féminine du Québec

Alexandre Chemetoff, Architect, Bureau des Paysages

12:00-13:30 Discussion / Lunch

13:30-15:30

Workshop: Visit to the "Manufacture - Plaine Achille" area with the Saint-Etienne Planning Agency (EPASE)

Session 1

Design city as public commitment

Moderator: **Luc Gagnon**, Chief Planner, Direction du développement économique et urbain, Service de la mise en valeur du territoire et du patrimoine, Ville de Montréal

16:00-18:30

Saint-Etienne / Copenhagen / Montréal / Minneapolis

Saint-Etienne [France]
Elsa Francès, General Manager, Cité du design, Saint-Étienne

Copenhagen [Denmark]
Christian Hanak, Architect, Project Manager, Copenhagen X

Montréal [Canada]
Marie-Josée Lacroix, Director, Bureau Design Montréal, Ville de Montréal
Philippe Poullaouec-Gonidec, Director and Holder UNESCO Chair in Landscape and Environmental Design, University of Montreal

Minneapolis [USA]
Jack Byers, Planning Supervisor, Department of Community, Planning and Economic Development, City of Minneapolis

17:30-18:30 Discussion

18:30-19:00 Break

19:00-20:30

Visit of the Cité du design exhibitions

December 1st 2009

Session 1 (Part 2)

Design city as public commitment

Moderator: **Luc Gagnon**, Chief Planner, Direction du développement économique et urbain, Service de la mise en valeur du territoire et du patrimoine, Ville de Montréal

09:30-10:50

Toronto / Seoul / Paris / Palma de Majorque

Toronto [Canada]
Robert J. Freedman, Director of Urban Design, City Planning, City of Toronto

Séoul [South Korea]
Soon-In Lee, Professor of Design Management, Hong Ik University, President of Seoul Design Center

Paris [France]
Jean-Michel Grau, Director of Coordination and Trade
Florence de Monza, Director of External relations
Cité du design et de la mode DOCKS en Seine

Palma de Majorque [Spain]
Francesc Aragall, President of *Design for All* Foundation

10:50-11:00 Break

11:00-12:00 Discussion

12:00-13:30 Lunch

Session 2

Design strategies as regional development instruments

Moderator: **Marie-Haude Caraës**, Research Manager, Cité du design, Saint-Étienne

13:30-16:30

Portland / Brainport Eindhoven / Pays de la Loire / Emscher Park / Rhône-Alpes

Portland [USA]
Jill Fuglister, Co-Director, Coalition for a Livable Future

Brainport Eindhoven [Netherlands]
Ger Peeters, Director of Brainport Eindhoven

Région des Pays de la Loire [France]
Marion Laporte, Director of Programme Design'in, Pays de la Loire

Emscher Park [Germany]
Christa Reicher, Prof. Dipl - Ing., Architect, Urban Planner, Department Spatial Planning, Urban Design, University of Dortmund

Région Rhône-Alpes [France]
Bruno Cotte, Assistant Director, Local Policies Department, Région Rhône-Alpes

15:10- 15:30 Break

15:30-16:30 Discussion

16:30-17:30

Synthesis:

Denis Lemieux, Architect, Ministère de la Culture, des Communications, et de la Condition féminine du Québec
Caroline Gagnon, PhD. Researcher, UNESCO Chair in Landscape and Environmental Design, University of Montreal